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The KEYMARK.  
Your key to the  
European market.



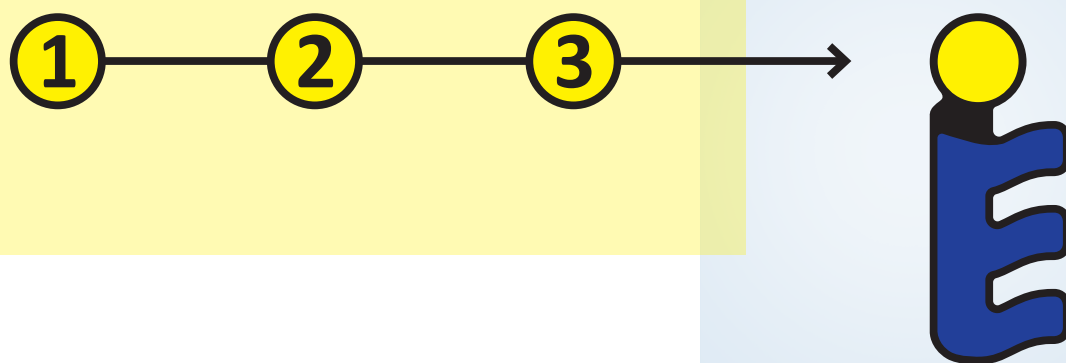
# A clear sign for consumers – a good sign for manufacturers and retail.

**The KEYMARK is a voluntary European quality mark for products and services, that demonstrates compliance with European Standards. It is owned by the European standardization organizations CEN and CENELEC and is issued by empowered certification bodies.**

**Especially for consumers the KEYMARK stands for real added value, representing as it does tested and certified compliance with harmonized European quality standards as confirmed by an independent third party. The KEYMARK also complements CE Marking in the case of those products for which this is a legal requirement, thus serving to boost consumer confidence throughout Europe.**

KEYMARK certification offers manufacturers and service providers new sales opportunities and opens new paths into the ever-expanding European market.

As a rule, the KEYMARK can be issued for all products and services, that are subject to a European Standard (EN) with specified requirements and that have been duly tested and certified by impartial, independent and competent bodies. The general requirements for KEYMARK certification apply to all KEYMARK certificates, regardless of whether these to solar thermal products, thermal insulation materials, ceramic tiles, heat pumps or fire extinguishers.



# Successful KEYMARK certification in three easy steps.

**A voluntary KEYMARK certification is much easier than you think. Certification involves only three successive steps.**

## **1 The application for certification**

Manufacturers who are interested in obtaining the KEYMARK for their products or services submit an application for a KEYMARK certification to an empowered certification body.

## **2 Inspection and type test**

This step comprises an initial inspection of the factory production control (FPC), taking into account the elements of the International Standard EN ISO 9001 and includes the taking of product samples. The samples are tested and evaluated in accordance with the applicable European Standards.

## **3 The decision on the award of the KEYMARK**

Once the test and review have confirmed conformity with the applicable European Standard, the certification body issues a certificate for the product or the service. This certificate also serves as the non-transferable licence for the use of the KEYMARK.

## **What is included in KEYMARK certification**

- The KEYMARK certificate includes information about the place of production, the license holder and the certification body. This information ensures that the product or service can be identified and traced. The certificate is valid for five years and may be renewed on request.
- As a basis for a certification, the manufacturer must have ~~an~~ factory production control in place. This production control is subject to an annual surveillance and is supplemented by a product test, which is conducted at least every two years.

## **The costs of KEYMARK certification**

Application for a KEYMARK license involves the following fees:

- A certification fee and a fee for testing and inspection, which is determined by the authorized certification body or its subcontractor(s).
- An annual fee for the right to use the KEYMARK. This fee is specified by CEN and CENELEC and is collected by the authorized certification bodies. Currently the fee is 300 Euros per type and 60 Euros per sub-type.





# The KEYMARK – recognized for many products throughout Europe.

*"The KEYMARK – tested and certified once, accepted everywhere."*

Voluntary product certification with the KEYMARK is an important tool for building trust and confidence in common European market standards.

By obtaining a KEYMARK licence for their products manufacturers provide partners and consumers with reliable proof of compliance with European Standards. In addition, they demonstrate thereby their international standing and the special reliability of the tested product characteristics.

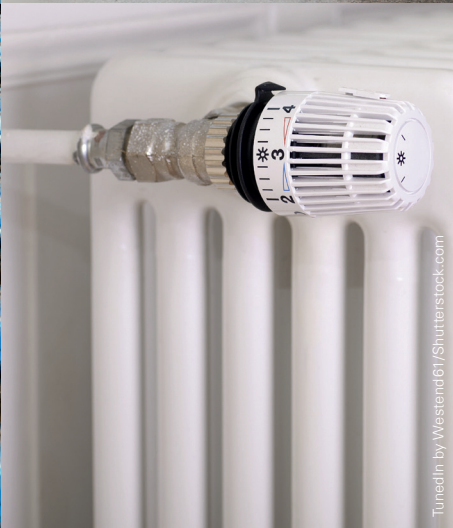
**The main advantage of the KEYMARK – it is a well-defined test and surveillance scheme that can be combined with CE marking requirements. Obtaining the KEYMARK may also be a prior requirement for the award of subsidies.**

## **Additional benefits for manufacturers and service providers:**

- Lower certification costs
- Easier access to European market
- Increased consumer confidence
- Certified product quality
- Increased sales opportunities
- Improved company image

## **Some products for which KEYMARK certification has already been successfully introduced:**

- Fire extinguishers
- Ceramic tiles
- Solar thermal products ([solarkeymark.org](http://solarkeymark.org))
- Stoneware pipes
- Thermostatic radiator valves ([cert-trv.cen.eu/english](http://cert-trv.cen.eu/english))
- Thermal insulation materials for buildings and industrial applications ([insulation-keymark.org](http://insulation-keymark.org))
- Heat pumps ([heatpumpkeymark.org](http://heatpumpkeymark.org))
- etc.



# Looking for strong partners – get authorized as certification body now!

## Management of the KEYMARK

Since 2015, the approval of certification schemes, the empowerment of new certification bodies, the maintenance of the KEYMARK website etc. has been managed by a KEYMARK management organization authorized by CEN. The KMO also serves as coordinator between the different certification bodies that operate within the scope of the KEYMARK certification scheme.

## Become a KEYMARK certification body

Are you, as a testing laboratory or certification body, interested in becoming involved in KEYMARK certification? Just submit a written application to the KMO to become authorized to issue the KEYMARK license. On the basis of the submitted documentation, the KMO will review whether you meet the requirements.

## Applications must be accompanied by the following supporting documents/evidence:

- Valid EN ISO/IEC 17065 accreditation for the requested scope of certification
- Relevant experience as certification body
- Proof of EN ISO/IEC 17025 accreditation for any testing laboratories appointed as subcontractors by the certification body
- Verification of a review of the certification scheme of the certification body, if in place, for any discrepancies with the relevant requirements of the CEN-CENELEC-Rules and Regulations

Given a positive evaluation of the application, due authorization and a licence agreement detailing the cooperation are issued. The authorization remains valid for as long as the certification body fulfils its obligations and can regularly furnish proof of accreditation. The certification body also receives an ID number to be used in combination with the KEYMARK certificates it awards.

# More information for your success in the market with the KEYMARK.

## **You are a manufacturer or an association of manufacturers**

- of products, for which the KEYMARK certification was successfully introduced in the market?
- and the benefits of the KEYMARK for marketing products or services in the European market are of interest to you?
- and you are specifically interested in a KEYMARK certification procedure and would like to know more about how to obtain the KEYMARK?

## **You are a certification body or a testing laboratory**

In this capacity, are you interested in getting involved in the KEYMARK certification or to issue the KEYMARK?

**Request more information and call a person. We offer you comprehensive consultations and will be happy to answer any questions you may have about the KEYMARK.**

## **The CEN**

The European Committee for Standardization (CEN) sees itself as a business catalyst and strengthens the position of Europe in the global economy. It creates a platform for the development of European Standards and paves the way for companies in global markets.

With 33 nations as members, CEN develops voluntary standards for different industry sectors and creates the conditions for an integrated single European market. More than 50,000 technical experts, business associations, consumer organizations and social interest groups are part of the CEN network, which reaches more than 600 million people.



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**www.cen.eu/work/keymark**

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